



The Slay Your Sales Page Masterclass Notes

Glue Your Prospect's Eyes To Your Sales Page

SLIDE 1

Intro

SLIDE 2

Taped to my office wall right next to my chair are things I consider to be extremely important to my success. Not only in business, but in life.

Some of these things are inspirational quotes that keep me hustling.

Some of them are pictures I snatched out of magazines (*everybody has pics of Beyonce' and Oprah hanging in their offices, right?*).

Some of them are money goals I like to look at every day.

But by far the most critical item hanging on my wall (as far as sales writing goes) is a full sheet of paper filled with “story movers.”

What's a story mover, you ask?

Story movers are tiny sentences, phrases and words that “connect” paragraphs and ideas together so you can seamlessly transition from one thought to the next in your sales page.

And what they do is guide your reader wherever you want them to go by gluing their eyeballs to the page in anticipation of what you'll say next.

Sometimes they guide your reader from one idea to the next. Sometimes they “set up” your next thought. And sometimes they simply ask a question.



The English language probably has hundreds (even thousands) of these little sentences you can use.

But I only use about 50 or 60 regularly.

And these are the ones taped to my office wall.

I swiped each one of them from real sales pages that have all been proven to rake in thousands (even million) of dollars.

When I'm stuck for a great "story mover," I simply glance at this list until I see one that fits.

You can copy 25 of my top ones for your own use on the next page.

(Now, math is not my strength, so there may be more than 25, take it as a bonus.) 😊



Real talk ...

Confession time ...

And, most important,

I'll tell you this:

Here's the thing:

So what happened?

Listen:

Sure,

For example,

Now, for the kicker that may blow
your mind:

That means ...

What's more ...

But wait, there's more!

You think I'm lying, don't you?

But get this:

Here's what happened:

And another thing.

Want to know why?

Listen carefully.

Here's the story.

The bottom line is this:

It's a mess.

This is no joke.

Just imagine:

Picture this:

Now, here's the important part:

The result:

But on the other hand,